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ANEMONE PULSATILLA OR PASQUE FLOWER

One of the *Floral Gems* in Our Collection

SELECTED
FLORAL GEMS
for
GARDEN FANCIERS

FROM

Swiss Floral Co.

EAST SEVENTH AND HANCOCK STS.

PORTLAND, OREGON

PHONE TRINITY 9865

«»

To GARDEN ENTHUSIASTS

THIS list of garden and rock plants will provide flower fanciers with an inspiration to try the finer subjects of the flower world, thus providing greater satisfaction and pride in the art of garden accomplishments.

New Perennials



INULA ROYLEANA

INULA ROYLEANA—Unique, new perennial for the hardy border or rockery. Handsome bright green foliage, with flower stems rising twelve to eighteen inches high, terminated with large, button-like, almost black flower buds, opening towards midsummer into deep golden yellow blossoms, resembling fairy-like sun-flowers in their exquisite petalage. This newcomer from the Himalayas is winning the admiration of all flower fanciers. Strong plants, 35c each; three for \$1.00.



SHASTA DAISY MARIAN COLLIER

SHASTA DAISY MARIAN COLLIER—This recent introduction by far excels all previous varieties in elegance of form, neat compact growth, and continuous blooming ability, and is the equal of Chrysanthemums for keeping quality as a cut flower. Its finely fringed petals of purest white have a grace no picture can faithfully illustrate, and in height it rarely exceeds 24 inches, with its slender wiry flower stems rising from a compact crown of foliage. It has flowered in our nursery from June to November.

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without interruption, and made good cut flowers throughout the season. A floral gem, if ever there was one. 50c each. Limited quantity only.



STATICE DUMOSA

STATICE DUMOSA—The very latest introduction in the group of new, hardy, cut flower producing plants. Its flowers are everlasting. This new form is a type of Sea Lavender, and it throws up large umbels of tiny florets, producing a mist-like effect of white with a satiny sheen of pink throughout. These umbels of flowers are usually from twelve to sixteen inches across and rise not over twelve inches above the foliage which is spread out flat over the ground. For table decorations this flower will prove invaluable, because the rigidity of its umbels makes it an excellent base for Sweet Peas or any other such flowers. Its neutral, silvery color will enhance the beauty of all color combinations, and it can be used to take the place of greens as a base in table bouquets. It is a very hardy, easily grown plant for sunny locations and deep soil. Price 35c each.

ALSTROEMERIA CHILENSIS, (CHILEAN LILY)—This perennial plant from Chile must not be confused with its near relative from Peru, as its flowers are larger and in more open clusters, in a wide range of colors from a glorious salmon pink to tan and yellow tints. It blooms in midsummer, and its flowers are of unusual lasting quality when cut.

Vines



CLEMATIS HYBRIDS

CLEMATIS—Early summer. Large flowering sorts in various colors, raised from seed, they are thrifty to

SELECTED FLORAL GEMS » »

grow and unexcelled for beauty. Pot grown plants for special price of 25c each.

CLEMATIS MONTANA RUBENS—Unlike the preceding, this is spring flowering with small light pink blossoms appearing just before the leaves. Very hardy, robust vine for all sections of the country. 50c each.



PASSIFLORA COERULEA, OR PASSION VINE

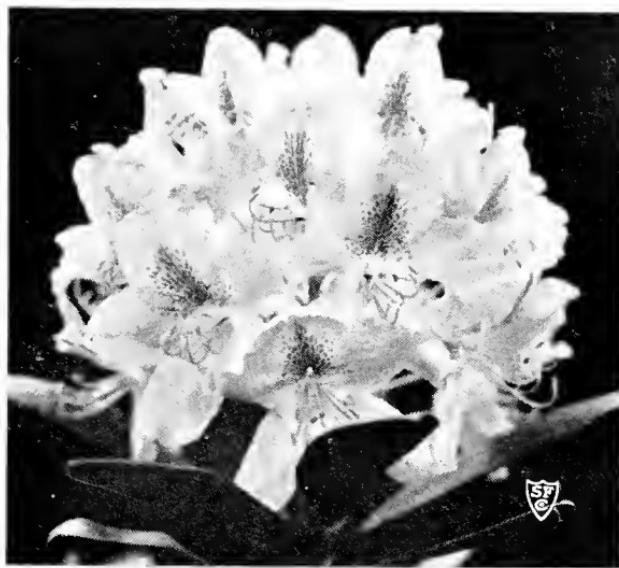
PASSIFLORA COERULEA, or PASSION VINE—Beautiful flowering vine for mild climate, grows freely in warm, sheltered places in Portland and other coast cities. Flowers during midsummer and fall. 75c each.

Evergreen Shrubs



JAPANESE CAMELLIAS

JAPANESE CAMELLIAS—They make handsome indoor pot plants in colder regions, while on the Pacific Coast all gardens enjoy their beauty outdoors as shrubs. The waxy formal shaped flowers appear in spring in many colors and varieties. They come in colors of red, pink, white and variegated. Sizes available are in 3 and 4-inch pots at 50c, 75c and \$1.00 each, according to quality. Field grown bushes from \$1.00 to \$3.50 each.



RHODODENDRONS

RHODODENDRONS—Growing and grafting this lovely shrub is our specialty and we have a very fine stock of them in various sizes and colors in named varieties. Prices range from \$2.50 to \$5.00. Flowering size seedling varieties \$1.50 to \$2.50. Will furnish additional detail on request.



GOLD DUST LAUREL

GOLD DUST LAUREL—Another very fine evergreen shrub from Japan, well at home in our coast climate, or a good pot plant for indoors in colder regions. They bear bright red berries. Pot grown 25c and 50c each. Field grown 75c to \$1.50 each.

JAPANESE AZALEAS—The gorgeous crimson sorts in dwarf hardy evergreen forms are the garden's finest shrubs. We grow them in large quantities in various sizes ranging in price from 50c to \$2.00 each. Other colors are available also in many sizes, all reasonably priced.

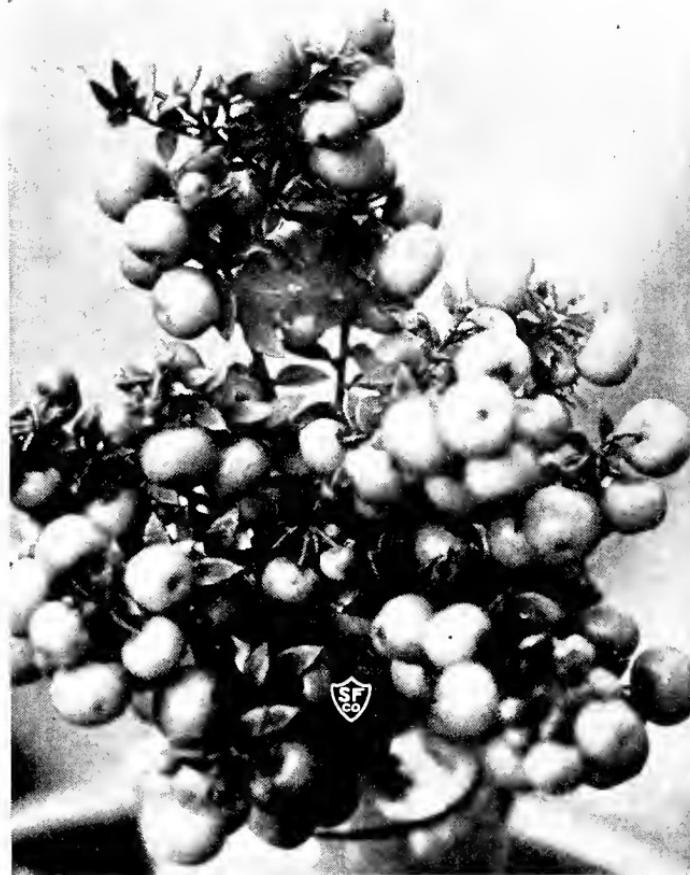
SPECIAL PREMIUM

With every cash order of \$2.00 or over we will include one clump of our choice Sempervivum complimentary, and when amount of order exceeds \$4.00, then one extra Saxifraga Crustata will be added, too.



CISTUS CYPRIUS

CISTUS CYPRIUS—Sun-loving, evergreen shrub for warmer regions or sheltered rockeries; flowers profusely in Hibiscus-like style, with white petals bearing crimson spots at bases. Field grown stock, \$1.00 each.



PERNETTYA MUCRONATA

PERNETTYA MUCRONATA, or SOUTH AMERICAN HUCKLEBERRY—The foliage of this shrub is almost heather-like, but somewhat larger and the flowers are white, like Ericas, and produced in great

quantity during the spring. Fruit nearly the size of snowberries forms in masses, covering the whole bush and remaining on all winter, giving an extremely cheery effect, for these berries come in scarlet, pink, white or maroon red color. Same are edible and prove life-savers to birds during spells of snowy weather. The hardiness of Pernettya adapts it to the Pacific Coast only, and it calls for acid soils and resents extreme dryness at the roots. For supreme beauty and charm for garden planting no other shrub can compare with the Pernettya, be it for larger rock gardens or as a border shrub in front of taller growing kinds. 8 to 10 inch, \$1.00; larger sizes, \$1.50 to \$3.00.

Select Rockery Plants

We grow many of the finer Rockery Plants in addition to the few listed here and invite customers to see them or let us make assortments for new plantings.



ARMERIA COESPITOSA

ARMERIA COESPITOSA—This dainty miniature seapink is nature's masterpiece of the family and a treasure of rock gardens for all fanciers. Now only 35c as special.



AETHIONEMA ARMENUM

AETHIONEMA ARMENUM—Small rockery shrub with bluish green foliage and flowers resembling candytuft in a light satin-pink color. Thrive in hard

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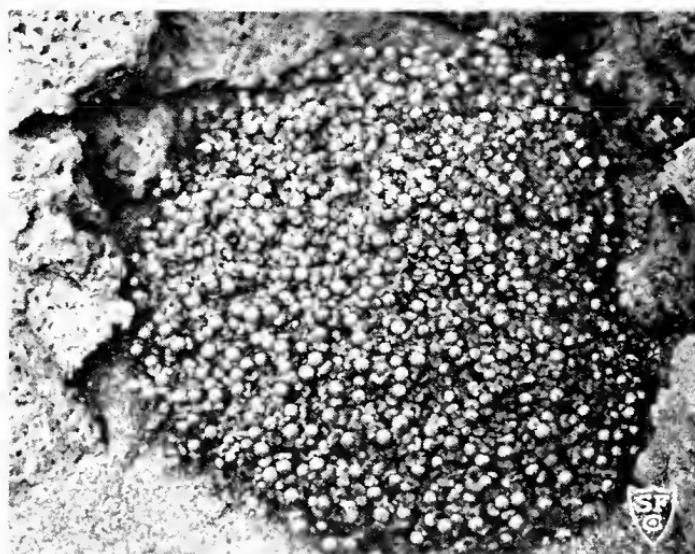
warm soils and sunny location, very showy for rockery and wall planting. 25c each.

AUBRIETIA CARNEVAL—Of the well-known Aubrietas, this is perhaps the finest of the large flowered forms, and was but recently introduced from abroad. The very large flowers are of an extremely showy deep purple-blue color. This is a real fancier's choice for finer rock garden effects. Small plants only, 25c each.



PHLOX ADSURGENS

PHLOX ADSURGENS—This is Oregon's aristocrat among the creeping Phloxes. It has splendid shiny foliage from which spread out clusters of star-like flowers in lovely soft salmon pink color, much the same shade as in Phlox Elizabeth Campbell, but this is a creeping Phlox for the rockery. It requires sandy soil, and can bear partial shade. 25c each; 6 for \$1.25.



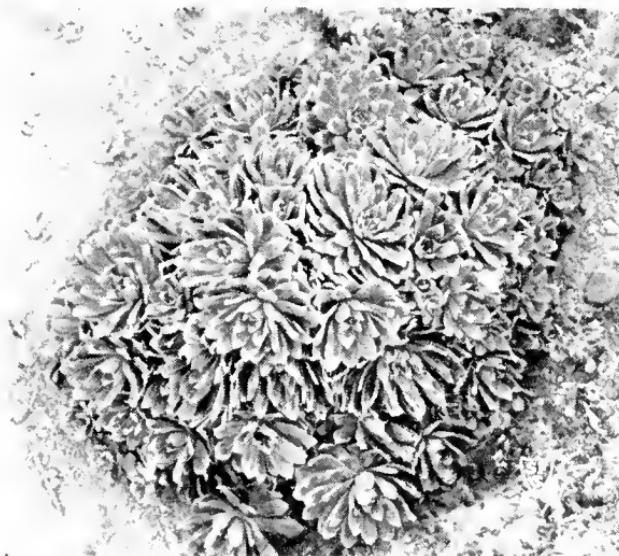
NERTERA DEPRESSA, FR CORAL BEAD PLANT

NERTERA DEPRESSA, or CORAL BEAD PLANT—This exceedingly rare, unusual rockery plant for mild climates creates a sensation by its mass of coral red, bead-like berries produced on a dense

carpet of foliage which is rarely over one inch high. It requires a rich soil in a damp situation where it will be sheltered from the hot sun, as it grows moss-like over the ground. In severe climatic regions it must be taken in the greenhouse over winter as it can only resist a few degrees of cold. This high mountain bog plant is perhaps the choicest of beautiful rockery plants offered in the miniature class. Fine three-inch pot grown berried specimens at 50c.

LITHOSPERMUM PROSTRATUM—A very low, spreading, shrub-like, evergreen rock plant, covered with rich blue flowers in carpet-like masses for several weeks during spring and early summer. One of the most gorgeous crevice and rock wall plants for sunny locations in porous fertile soil. Pot grown plants, 35c each.

PENTSTEMON CARDWELLII (MOUNTAIN GEM)—A very dwarf evergreen shrub creeping over rocks with lavender tubular flowers in late spring. Makes beautiful carpets of evergreen foliage, needs very sandy soil. 3 for 50c.



SAXIFRAGA CRUSTATA

SAXIFRAGA CRUSTATA—Very interesting low growing rock plants with handsome rosette-like foliage that has a white marking on the edges appearing like hoarfrost from the distance. Neat and showy yet easily grown, preferring shelter from the hot sun. 15c per clump.

SAXIFRAGA AIZOON AND OTHERS—Lovely, neat, compact growing rock plants with handsome foliage and loose sprays of flowers which are splendid for cutting. We have many forms of these Encrusted Stonecrops, all of which are beautiful as permanent foliage plants in the partly shaded rockery locations. Prices range from 15c to 50c each in the finest kinds. Collection of six named varieties for \$1.75.

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DIANTHUS, WHITE MAROON

DIANTHUS, WHITE MAROON—Unusual form of feather pinks of spicy fragrance and lasting flowers with color of deep maroon, nearly black center framed by white edged petals. Easily grown dwarf form of pink for the hardy border or rockery. Makes a splendid, fragrant table flower when cut. First time offered. 35c each, 3 for \$1.00.



DIANTHUS ALPINUS

DIANTHUS ALPINUS—Compact low growing, seldom exceeding 3 inches in height, this mountain pink is a sensation for rockeries when covered by its carpet of flowers of rich pink colors. Easily grown. 25c each.

DIANTHUS SUPERBUS or Snowflake Pink—Dainty rockery plant of low growing type with small lace like flowers, light pink or white, of charming fragrance. Hardy everywhere. 3 for 50c.

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SEMPERVIVUM, OR LIVE-FOR-EVER

SEMPERVIVUM, or LIVE-FOR-EVER—These very robust easily grown rock-plants are a joy to watch growing over almost bare rocks, especially the cobwebby sorts which have a net of spiderweb-like hairs growing over the crowns giving them a whitish-grey appearance of great beauty. We are growing over 60 sorts in our collection, priced from 10c to 25c per clump.



PRIMULA MOOREANA

PRIMULA MOOREANA—Delightful blue flowering form from the Himalayan mountains. Stems powdered white with foliage forming a low rosette on the soil. Prefers shade and good soil, not dry. A very choice plant for rockery use. Each 25c.

PRIMULA JULIAE—Low carpeting foliage with flowers of rich purple shade with yellow eye. They form a color-sheet of vivid hue directly over the foliage not over 3 inches high. Need a rich, substantial soil and shade during the hot season. One of the wonderful rock plants, yet rare. 35c each, 3 for \$1.00.

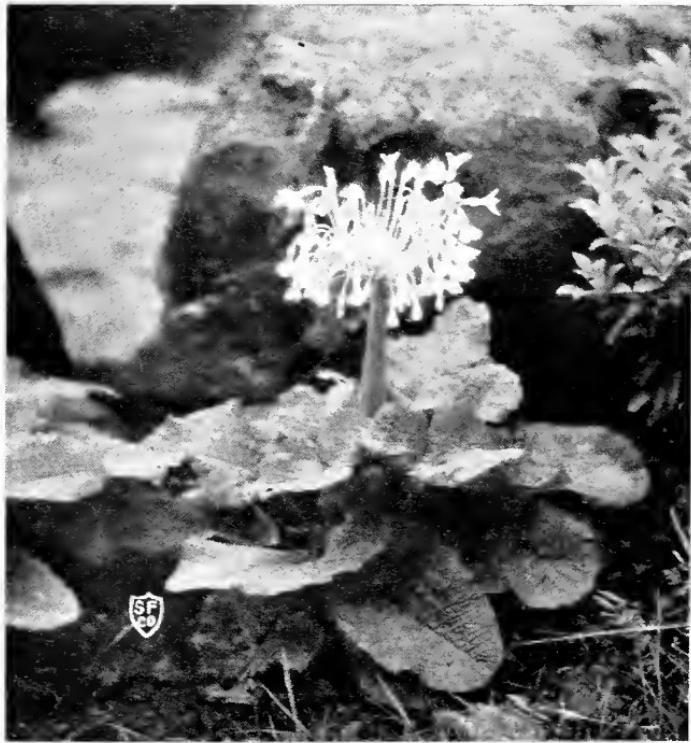
SELECTED FLORAL GEMS » »



PRIMULA ROSEA

PRIMULA ROSEA—Truly the finest primula in existence, of clear bright pink color, flowering very early. Prefers a rich soil in damp location, sheltered from direct sun. Unusually rare, yet hardy and easily grown. 3 for \$1.00.

We grow the common garden primulas in many fine colors for border planting, winter porch boxes, etc. fine selections at \$2.00 per doz.



PRIMULA FLORINDAE

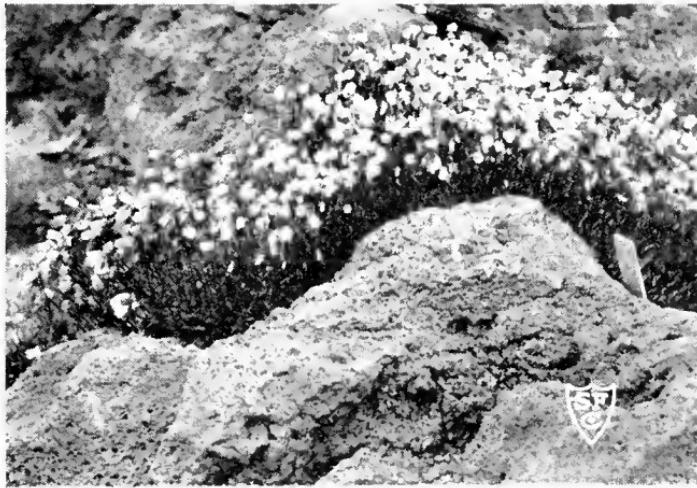
PRIMULA FLORINDAE—This new Himalayan Primrose blooms during midsummer, with delightfully fragrant clusters of yellow pendulous blossoms borne umbrella-like on a tall stem, which is powdered white. It is a beautiful, sturdy plant and extremely hardy in all sections of the country, but it needs fertile soil in a shady location where it will not be subject to drying out during the flowering period.

Foliage disappears during the winter and starts to reappear again very late in the spring. A splendid cut flower with exceedingly spicy, aromatic fragrance. 25c each; five for \$1.00.



CAMPANULA ISOPHYLLA

CAMPANULA ISOPHYLLA—One of the floral gems for rock gardens, flowering beautifully in late fall. Needing sheltered dry situation and protection against severe frost. Plants at 35c each. Blue and white sorts.



CAMPANULA PUSILLA

CAMPANULA PUSILLA—A dainty, light blue, creeping Bell-flower, which weaves carpets of color among the rocks and in crevices during the early summer period. It likes a moist, porous soil in sun or partial shade. It blooms profusely over a long period of time. 25c each.

CAMPANULA MURALIS—Dainty crevice plant for walls and rockery use. One of the neatest and most profuse blooming blue Bell-flowers known for late spring and mid-summer flowering, which rarely grows over four inches in height. Small sizes, 15c each; large sizes, 25c each.

Bulbs



TIGRIDIAS, OR MEXICAN LILY

TIGRIDIAS, or MEXICAN LILY—The strange brilliance and form of this summer flowering bulb is irresistible in its appeal to the eye and sense of mankind. The queer fact of its flowers lasting but one day, yet flowering all summer in great profusion, makes this a desirable bulb for all gardens.

They grow readily in all rich garden soils in full sunshine and want generous watering while flowering. Best time to plant them is during spring after heavy frosts are over.

As bulbs are usually rare it is best to place orders long in advance to insure satisfactory quality and the varieties desired.

We are able to offer the following sorts:

Brilliant scarlet	per doz.	\$1.50
Bright yellow	per doz.	1.50
Orange yellow	per doz.	1.50
Deep rose	per doz.	2.00

Best method of planting is in clusters of 3 to 5 bulbs, 3 inches deep. Keep bulbs frost-free during winter months.



REGAL LILY

REGAL LILY—Truly the Queen of all garden lilies, and unsurpassed as a cut flower. Easily grown in all

gardens and exposures. Fine flowering bulbs from 15c to 25c each.

SIBERIAN CORAL LILY—One of the most brilliant orange-red lilies, especially adapted to rock garden planting, as it has a fine slender growth with very graceful foliage, and flowers early. Best by grouping several bulbs into a cluster. Strong flowering bulbs, six for \$1.00.

LILIUM ELEGANS—This is also of low growing type with large cup-shaped upright flowers in richest orange to crimson shades; also yellow forms. Fine as clusters between low growing shrubs. Early summer flowering. Bulbs three for 75c.



ST. BRIGID ANEMONES

ST. BRIGID ANEMONES—The Irish Wind-flowers are our best early spring flowering plants for garden and cut flowers. They thrive well in the coast climate and may be set out as growing plants during fall and early spring. Their colors vary from richest reds to purple, and from whites to pinks, single and double flowering types richly mixed. They do best in rich, peaty soil in full sun. Three for 50c.

Violas



APRICOT VIOLA MAROON BEAUTY

APRICOT VIOLA MAROON BEAUTY—The rich apricot yellow of this flower is enhanced by its maroon colored center producing a most pleasing contrast. Flowers in greatest profusion, as seen in the illustration, during the whole season. 6 for 50c.

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VIOLA JERSEY JEWEL—Richest and finest of purple Violas, splendid for cut-flowers and as border plants. Seedlings with slight variations, 6 for 50c. Stock raised from cuttings of true type, 6 for 75c. (Spring delivery.)

VIOLA SEATTLE GEM—Bright, clear lemon-yellow Viola of noble form, makes a border plant of exceptional beauty, in strong contrast with all other violas. 4 for 50c. (Spring delivery only.)

We grow a number of other Violas. Inquire for them.

Aristocratic Pansies

Why content yourself with just plain Pansies when the world's finest can be had? Try just once the

ROGGY GIANTS OF SWITZERLAND—Known as the world's most popular strain of today, in choicest colors, mixed. Thrifty young plants at 50 per doz.

LAKE OF THOUN PANSY—Richest intense blue with darker center, a wonderful color for border purposes and color schemes in gardens. Doz., 50c.

ALP GLOW PANSY—Truly the richest garnet red in this group of Swiss pansies and a beauty of unexcelled charm. Doz., 75c.

PURE GOLD—Another truly distinct and clear color of brilliant pure yellow, very effective in group or borders. Per doz., 50c.

For best garden effects the planting in separate colors is of undisputed merit in the world of true garden art.

NOTE—All shipments will be sent by Express unless required postage is included with remittance for orders.

Customary clause of non-warranty applies to all stock listed in this folder.

Our special Book of Better Shrubs and Plants will be sent to customers with orders from this folder if request is made for same.

Suggestions for garden improvements, planting ideas, construction of lily pools, rockeries, etc. will be furnished our patrons within a reasonable area or distance of our establishment. 35 years of experience is back of our service to customers.

Swiss Floral Co.

East Seventh and Hancock Sts.

PORLTAND, OREGON

Trinity 9865